

“Earth Today” wins Emmy Award

COLUMBIA, S.C. – “Earth Today,” an environmental education program produced by Fisher Communications of Columbia for the S.C. Department of Health and Environmental Control, has been named the winner of the 2004 Emmy for Outstanding Achievement in Youth Television Programming by the National Academy of Television Arts and Sciences.

The 30-minute program is modeled after NBC’s “Today” show and targets middle school students. “Earth Today” presents students as anchors and reporters on a network morning news show who provide segments on a variety of environmental issues including energy conservation, air and water quality, recycling and litter prevention. It even features an environmentally themed “Concert on the Plaza” with “Eartha and the Recycle Guys.”

“It is important to note that ‘Earth Today’ was created and developed in partnership with many others,” said William W. Culler, director of DHEC’s Office of Solid Waste Reduction and Recycling. Partners who made “Earth Today” possible include the S.C. Energy Office, S.C. Educational and Instructional Television, S.C. Department of Education, PalmettoPride, U.S. Environmental Protection Agency and International Paper.

“The ‘Earth Today’ video is just the latest achievement in the long-running success story of the Energy Office’s partnership with DHEC to instill the ethic of energy conservation and sustainability in hearts and minds of the young people of South Carolina,” said John F. Clark, director of the South Carolina Energy Office.

Three students from the Hand Middle School star in the program. Eliza Blackman plays “Kasey Coursic,” Alex Dingman is “Latt Mauer” and Christopher Asuzi plays “Hal Croaker.” Kaileen Yeh, from Crayton Middle School, rounds out the cast as “Nan Scurry.”

“The kids were just great,” said Kevin Fisher of Fisher Communications. “They gave terrific performances and put in long shooting days to do it. Emulating the ‘Today’ show was a tough task. It took very talented people to make it happen and we did it all right here in Columbia.”

Earth Day is celebrated April 22 of each year. “Earth Today” first aired on SCETV stations Earth Day of 2003, and was offered nationwide on PBS stations through a satellite link. The program was rebroadcast April 22, 2004.

A video copy is available to schools by calling 1-800-768-7348.

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